

WHAT IS CLAIMED IS:

1. A method of rendering content to be viewed on a display screen, comprising:
5 upon accessing the content a first time, displaying the content in a first rendering mode,
showing the content according to a second, user-preferred rendering mode, and subsequently accessing the content, or a revised version of the content, in the second, user-preferred rendering mode without displaying the content in the first
10 rendering mode.
2. The method of claim 1, wherein, prior to the step of subsequently accessing the content, the second user-preferred rendering mode is correlated to an origin of the content, and
15 wherein the step of subsequently accessing the content requires designation of the origin of the content either directly or indirectly.
3. The method of claim 2, wherein the origin is indicated by a uniform resource locator, and the content is accessed via the internet.
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4. The method of claim 1, wherein the first rendering mode is a default rendering mode that is specified for a particular type of the content, or is specified by a provider of the content.
- 25 5. The method of claim 4, wherein the default rendering mode has been set by a user for the particular type of the content.
6. The method of claim 1, wherein the second user-preferred rendering mode comprises at least one of the group consisting of normal rendering mode, re-authored
30 mode, and at least one small screen rendering mode.

7. The method of claim 6, wherein the at least one small screen rendering mode includes thumbnail small screen rendering or narrow small screen rendering or both.
- 5 8. The method of claim 2, wherein the origin of the content is indicated indirectly by selecting a bookmark or hyperlink.
9. The method of claim 3, wherein the content accessed via the internet requires downloading an amount of data dependent upon what rendering mode is employed.
- 10 10. The method of claim 1, wherein the method is performed iteratively, if the user has a change of preference.
11. A computer-readable medium encoded with a software data structure for
15 performing the method of claim 1.
12. A terminal for rendering content on a display screen, comprising:
a display screen, responsive to a rendered content signal, for displaying the content in a rendering mode; and
20 a content rendering module, for providing the rendered content signal in response at least to an origin rendering mode signal,
wherein the origin rendering mode signal correlates the rendering mode to the origin of the content.
- 25 13. The terminal of claim 12 wherein the terminal is a mobile terminal, further comprising:
an origin and rendering mode correlation module, responsive to an origin indicator signal, for providing the origin rendering mode signal; and
a user input device, for providing the origin indicator signal indicative of the
30 origin of the content.

14. The terminal of claim 12, wherein the origin is identifiable by a uniform resource locator, and the content is accessible via the internet.

5 15. The mobile terminal of claim 13, wherein the origin and rendering mode correlation module is for correlating the rendering mode to the origin of the content if a correlation to the origin is available, and otherwise the origin and rendering mode correlation module is for correlating the rendering mode to a default rendering mode for a particular type of content.

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16. The terminal of claim 12, wherein the rendering mode comprises at least one of the group consisting of normal rendering mode, re-authored mode, and at least one small screen rendering mode.

15 17. The terminal of claim 16, wherein the at least one small screen rendering mode includes thumbnail small screen rendering or narrow small screen rendering or both.

18. A method of rendering content to be viewed on a display screen, comprising:
20 upon accessing the content a first time, displaying the content in a first rendering mode,
showing the content according to a second, user-preferred rendering mode, and subsequently accessing the content, or a revised version of the content, in the second, user-preferred rendering mode without further indication of a user preference.

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